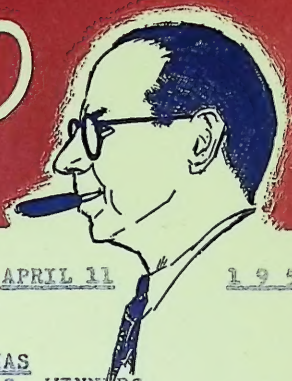


Ballyhoo



VOLUME A

NUMBER 14

APRIL 11

1955

SALUDOS MUCHACHAS
CONGRATULATIONS MARCH S.O.S. WINNERS.

Another month has slipped by ... we're now only four weeks away from the finish line. What a slug-fest this has been. Some of our contestants have gained some ground ... others have lost a little ... all in relation to their efforts in this S.O.S. drive. Still time for a couple of upsets before we post the final results ... but, only time will tell ... and time is running out on you. Read the attached score-board fellows ... and cheer, or weep. I know a couple who are going to do some cheering ... and here they are ... our winners for the month of March.

GROUP "A"

1ST PRIZE - Art Cauley
2ND PRIZE - Mel Jolley

GROUP "B"

1ST PRIZE - { Al Hartshorn
Charlie Perrie
2ND PRIZE - Paul Turnbull

Looks like in our "A" Group Art and Mel have just about cornered the market ... on points that is. They've been see-sawing back and forth month after month, merely reversing their standings. Last month Mel came in first ... This month Art nosed him out to capture top honours. To date, in the five months, each has to his credit two firsts and two seconds. A pretty fair record I'd say.

In our second group it looks like Charlie Perrie finally got the idea, and decided he'd better maintain the lead Al Hartshorn laid in his lap before his temporary retirement. Al is one of our Ballyhoo's biggest boosters, even from his hospital bed, and I have an idea he does as much needling as I do. Nice going Al and Charlie. A well-deserved win, I'd say. Glad to see that Paul Turnbull too finally came through. It's not so hard, is it Paul? If you make up your mind.

Congratulations winners ... your prizes are on their way to you. Hope to see you again next month.

D.E.K.

HOW'S YOUR PRESENTATION?

I guess it's true that sometimes one can't see the forest for the trees ... Some of us are so close to our operations that we are apt on occasion to overlook the basic principles involved in the proper presentation of our programs. It sometimes takes an occasional visitor to our theatres to point out our faults to us. Here are a few such observations ... Study them carefully, and if they apply to YOUR theatre ... fella, better do something about correcting them.

Are your trailers always shown in the proper aspect to the various aspect ratios we use? CinemaScope ... VistaVision etc? Take a good look. I know that in some cases your projectionists don't even bother to change their apertures ... which can't help but result in a sloppy, sometimes even hard-to-read screen.

Do you use your screen draws between subjects? Or is it just too much trouble? How about the rest of the very costly equipment you have been provided with. We have spent, and are now spending countless thousands of dollars to convince patrons of the various improvements in our theatres ... yet we oftentimes neglect the very things we are trying to sell them.

This is something that both you and your projectionists ought to be vitally concerned with. Get together with your boothmen, TODAY. Talk about this, and get their advice and co-operation ... It's THEIR bread and butter too ... just as much as it is YOURS. Let's start doing more than step on the starter and let 'er rip. Let's start presenting our PRESENTATION.

.X.X.X.X.X.X.

NICE GOING BOB

I'm glad that at least one of our gang knocked off a prize in the M.P.H. Better Refreshment Merchandising contest. Bob Harvey got himself an Honorable Mention, and I have at hand copy of a letter written him by Jack Fitzgibbons, extending congratulations and a practical "thank you" in the form of a cheque for twenty five bucks. Where were the rest of you guys? Just hoping? That doesn't win contests, or prizes. Congratulations to T.C.L. are in order too. Most of the prize winners were Canadian accounts serviced by them. Nice going gang.

.X.X.X.X.X.X.

HARRY WILSON WRITES ...

"After reading your Ballyhoo dated April 4th, I thought you would be interested in the enclosed ..." and he sends along pages and pages of a promotion designed to sell the Chatham theatre going public on a "return to the theatres" movement, in the form of a Spring Festival. Harry and Frank Reid combined on this, and did a terrific job, which includes four complete co-op pages in the Chatham Daily News, many stories, pictures of the managers, jumbo window cards in all leading merchants windows etc. As nice a selling job as I've ever seen.

Nice hearing from you Harry, and even though you're not in this district ... keep us posted of your activities ... We're all in this together. Keep "Blowing your horn ..."

CAMPAIGN BOOKS

Just a reminder that there's a twenty five buck prize for the best, most showmanlike campaign book submitted during the course of our S.O.S. drive. I have several good ones on hand now ... but thought I'd remind the rest of you before it's too late. If you're working on one now, make sure that it's in my office before the end of this month. There's two bits in it for one of you guys ...

.X.X.X.X.X.X.X.

INCIDENTALLY ...

Guess some of you still think I'm either a mind reader or a crystal gazer ... Either that, or you feel that you should make it just as tough for me to score your entries as you can. I still get the odd entry with no mention whatever of the attraction you are trying to sell ... which means that I have to start checking your bookings to find out what it's all about.

Come on fellows ... be reasonable. Mark clearly at the top of the page exactly what you are trying to sell me. I hope that's not the way you try to sell your potential customers.

.X.X.X.X.X.X.X.

MOTHER'S DAY

What're you doing about it? It's only a few short weeks away, and this is the time to start planning your activities. The moment Easter is out of the way every wide-awake merchant starts on his Mother's Day promotion. So ... what are we waiting for?

Let's do something a little different this year ... Let's make our theatre the focal point of our community's Mother's Day celebration. Get your merchants together ... Work out a plan to select the "Outstanding Mother of the Year" Use your stage for the actual presentation. There are a hundred things you can do to put this across in your town. Don't just read this and forget it ... Let's have a little action.

Get Mother out of her home and into your theatre ... Make this a family affair ... Do I have to draw pictures?

.X.X.X.X.X.X.X.

SUDDENLY IT'S SPRING

Yes, the sun is shining ... your winter clothing is back in moth balls for another season, and a dozen new forms of opposition are on the way. Have you planned any special inducements to keep your customers as such? They're getting interested in gardening ... Have you thought of a garden show in your lobby? I'm sure that your local horticultural society will play along with you. Perhaps you can have a display of the newest in gardening equipment ... I'm sure your hardware or department store will be tickled to co-operate, and tell the local citizenry through their newspaper ads.

It's spring fella ... What are you doing about it?

Ballyhoo

SPOTLIGHT ON SHOWMANSHIP

If the same spirit that motivates the efforts of guys like Art Cauley, Mel Jolley, young George Forhan, the Hartshorn-Perrie combination and a couple of our other Ballyhoopers were more in evidence, some of the figures on the attached score-board might have been a lot healthier.

I'm not kicking ... your over-all effort is good ... but unfortunately a sum total must be made up of many sub-totals, and a couple of our subs have been contributing considerably less than their fair share to the standing of the group as a unit. I don't have to name names. I'm sure if YOU'RE one of those I'm referring to YOU KNOW IT.

Let's finish this race in a real blaze of glory guys ... You have only four weeks to go ... the leaders are going great guns, determined to hang on to their leads. Are you going to let them win in a walk? Make them puff a little ... Let them know you're in this too ... Worry them a little. It's good for them ... and for you.

Our next score-board will be the final one in this S.O.S. drive. Whether you cart home any of those green-backs I've been saving for you or not, the figures appearing opposite your name will be most eloquent in their appraisal of your effort during the six month term of this contest.

You still have time to pad them a little. Four weeks to go ... and those four weeks can make a big difference in your standing ... and in your stature. Get on the ball guys.

Get on the ball, yes ... and while you're at it ... see if you can't get the spotlight on some of your SHOWMANSHIP. This operator plays no favourites.

BALLYHOO S.O.S. SCORE-BOARD

FOUR WEEKS ENDING MARCH 26TH AND GRAND TOTALS

	<u>TO DATE</u>	<u>MAR. 5</u>	<u>MAR. 12</u>	<u>MAR. 19</u>	<u>MAR. 26</u>	<u>BONUS</u>	<u>MARCH TOTAL</u>	<u>GRAND TOTAL</u>
<u>GROUP "A"</u>								
Art Cauley	112,700	8000	4200	7600	7200	1000	28,000	140,700
Mel Jolley	101,000	4100	6800	5200	4100	1000	21,200	122,200
Don Edwards	58,200	7500	1700	800	2500	1000	13,500	71,800
Vern Hudson	48,700	3300	3300	1700	2100	1000	11,400	60,100
Herb Chappel	33,200	1200	2200	3800	3000	1000	11,200	44,400
Bob Harvey	98,900	----	2800	2600	3100	----	8,500	107,400
Ted Doney	52,600	1200	1700	2200	1500	1000	7,600	60,200
Jeff Jeffrey	33,800	2600	----	----	----	----	2,600	36,400
<u>GROUP "B"</u>								
Charlie Perris)	52,500	4300	3900	3300	2700	1000	15,200	67,700
Al Hartshorn)	41,700	4500	2200	3500	1500	1000	12,700	54,400
Paul Turnbull	72,500	3300	3500	2800	1900	1000	12,500	85,000
George Forhan Jr.	35,700	2500	3600	2200	2000	1000	11,300	47,000
Ed. Landsborough	54,400	2700	2300	2400	2400	1000	10,800	65,200
Len Gouin	30,000	1700	600	900	1700	1000	5,900	35,900
Horn Gray	47,700	500	1300	1500	600	1000	4,900	52,600
Olga Sharabura	28,900	----	----	----	3600	----	3,600	32,500
Jack Bridges	19,300	----	900	600	600	----	2,100	21,600
Jack Ward								

Well ... it's starting to look a little more like a race, isn't it? We're in the home stretch, and as I had anticipated, the leaders are starting to bunch up, and that means that just about anything can happen between now and the end of April.

There can still be a couple of upsets ... all depends on just what you do in the next few weeks. Let's make it real interesting, huh? Get in there guys ... all of you, and sing it out right through the final week of our drive. O.K.?

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BEATING THOSE OLE "B" DRUMS

Well, looks like the guys who beat their drums the loudest walked off with our Marsh prizes ... and that's exactly the way it ought to be. Seems a shame though that the same ones seem to be doing it all the time ... not that I've got anything against them ... They're nice guys, and I like to see them win ... It's just that the rest of you don't seem to know what you're missing ... or how easy it is to knock off a top spot. This is perhaps the fairest form of contest, and I'll bend over backwards to even up the breaks ... but somehow, I just can't seem to get it to sink in. Oh well ... some do and some don't ... Don't know if anything will ever change that.

At the risk of being repetitious I'll try again ... You have only FOUR WEEKS left in which to make your showing. You can either join the parade, or sit on the sidelines and watch it pass you by. The choice is yours, fella ... YOU make it.

I'm working on a cover page for our "Winners" issue ... I'm getting the loot ready for distribution ... I'm lining up the Ballyhoo citation certificates, and I'm making plans for our Victory luncheon. Shall I include you in the plans? YOU tell ME.

Well ... we'll know in a matter of four short weeks ... We'll name our winning Showmen ... those Ballyhoos who take their BALLYHOO seriously. They'll reap the fruits of their labours, and we'll be on hand to cheer them on.

And when we're through cheering ... guess we'll have to sit down and figure out how we can light a fire under some of the others ... because when our new drive gets under way ... Yes, there's going to be a new drive ... surely you didn't doubt it ... YOU'RE going to be in there, man, but GOOD. Wanna bet?

And now ... suppose we get on with the job of reporting a few activities.

In the trade press department I note that George Forhan got himself a nice picture and story on his KING RICHARD deal, in BOXOFFICE under date of March 26th. In the same magazine, on the following week, Art Cauley knocked off a good half-column story on his 3 RING CIRCUS promotion.

MOTION PICTURE HERALD, dated March 26th devotes part of the editorial page to Mel Jolley's terrific Saturday morning kids' show promotion ... well earned recognition Mel.

I notice in the following week's edition a few of our boys mentioned as Quigley Award contenders ... to wit - Art Cauley ... Len Gouin ... Harry Homeniuk ... Mel Jolley and Paul Turnbull. I don't see Olga's name, or Bob's ... wonder why?

I note that Eddie Emmanuel gave our Ballyhoo a boost in his EXHIBITOR. Thanks Ed ... maybe that will encourage some of our guys to send you samples of their showmandizing. It's really good stuff, you know.

Well ... let's turn the page and get on with our reports.

ORPHEUM - SOO

Olga treated her customers to TOKO-RI this week ... and from the looks of her results must have done a pretty fair job of BALLYHOO. Let's take a peek ...

The Sault News, distributors of the Bantam Books bannered their trucks two weeks ahead of her opening, and for the duration of the run. They also came through with an excellent window in a good down town location, and a huge book display in their own window. The distributors also gave Olga ten copies of the book, she tore out the pages, stamped them with her playdate and used them as heralds ... An old gag, but good.

I see snaps of many good windows ... Windsor Cigar Store tied in with their pocket editions ... La Mode Hairdressers featured Grace Kelly hair styles ... Sargent's Men's Wear put in a display featuring jackets similar to those worn in the pic ... Kleiman Bros. Sports displayed model planes ... Duke of Windsor Sport Shop also backed their display with model planes, and Moore's Music Store put in a display of records and sheet music of the Love Theme from BRIDGES.

One of Olga's excellent false front displays attracted the passers by. A good 40 x 60 mounted display in the lobby of the Windsor Hotel. W S O O came through with much good, FREE publicity on the program ... Wonder what Olga's got on the guy over at the station? Three guesses.

CAPITOL - ST. KITTS

Vern's tie up with the New Method Cleaners still getting him good mention in their weekly newspaper ad ... I see a good off-theatre page scene on MANY RIVERS in the Standard ... The daily "Morning Melodies" program still plugging his bills. Small display in the Coffee Shoppe.

I visited St. Kitts last week and was quite impressed with Vern's treatment of his confection counter ... New Spring decor ... most attractive.

REGENT - OSHAWA

Charlie was laid low by one of those fancy virus bugs last week ... but still managed to get something in. I see that his I SAW feature is still a popular item in the pages of the Times-Gazette ... with the odd cartoon heading. To help him out with RHAPSODY, the local radio station plugged the piano and violin selections featured in the pic, with good theatre credits ... The "Showcase" program came through with Rachmanineff's Piano concerto #2, in its entirety, with proper credits. A good display, which Charlie tells me will be on the permanent list, in the window of a dry cleaning plant just opened up in a new location.

You're in a pretty good spot right now Charlie ... but I know of a couple of our guys who'll do their darndest to nudge you out of there before the end of this month. What are you doing to protect your interest ... and that of your partners? O.K., so do it.

CAPITOL - NORTH BAY

I see two good scenes in the Nugget, on off-theatre pages, on BEAU BRUMMEL ... Bob promoted 500 copies of the BRUMMEL booklet from Metro, stamped them and used them as a give-away on the main street on the day before he opened.

Radio station C F C H devoted two complete fifteen minute programs to the music from DEEP IN MY HEART ... with good credits, of course. All three record bars in North Bay carried excellent window displays featuring records and sheet music, suitably backed with good selling accessories.

Well, whaddaya know ... finally I see one of these famous Harvey double trucks ... this time sponsored by a group of local building contractors. The banner heading reads ... "DEEP IN HER HEART, Every Girl Wants a Home of Her Own ..." and every participating merchant referring directly to the picture in his ad ... Wonder if this can be a hint that our Mr. Harvey is seriously thinking of climbing on the band wagon again? Could be.

Two more good scenes, on off-theatre pages ... this time on DEEP IN MY HEART.

CAPITOL - GALT

Eddie's contribution this week features his I SAW deal which is still enjoying prominence in the local daily ... I also see a good scene on an off-theatre page on CATTLE QUEEN OF MONTANA.

Ed's two good radio tie-ups still going ... with "Capitol Showtime" and the Quiz program devoting plenty of time to his attractions ... Both for free. A good mounted one-sheet was placed at the entrance to Rouse's Music Bar on the main drag.

ALGOMA - SGO

Norm is a specialist at good, unusual displays, and this week was no exception. An excellent cut-out was placed at the curb directly in front of the boxoffice on TONIGHT'S THE NIGHT ... tying in the copy to suggest ... TONIGHT'S THE NIGHT - for FOTO NITE, etc. Not bad planning ... The local C.P.R. office arranged a very attractive window suggesting a trip to Ireland.

A young lad, suitably bannered, paraded the main streets of the See during peak traffic hours.

SENECA - NIAGARA FALLS

Jack invited the 126th Squadron of the Royal Canadian Air Cadets to be his guests at a showing of MEN OF THE FIGHTING LADY ... A picture was taken of the lads in front of the theatre, and believe it or not, the local Review published it on the following day, with good credits.

Keep after 'em Jack ... maybe they're becoming aware of the newsworthiness of these theatre deals ... and have decided to play along with you. Could be your leopard is changing his spots.

CAPITOL - SUDBURY

Well ... guess one week out of four is better than no weeks out of four. Maybe this is a start, and we'll be hearing from our friends up in the mining country a little more regularly from now on.

Ken Hall, Jeff's assistant arranged the sales activities for A STAR IS BORN ... let's see what he managed to come through with ...

I see a good, 500 line co-op newspaper ad, paid for by Dabous Men's Wear, and devoting most of the space to art and copy boosting the picture ... Let's have more like this Ken ... the big points are in this sort of thing ... and the big value to your theatre. Dabous also put in a full window, using cut-outs from one and three sheets, with good covering copy.

Melody Music store used a similar idea for their window ... placing cut-outs of Judy Garland around, and surrounding them with records and sheet music ... On their regular weekly radio program they used portions of the sound track music with good theatre credits.

Kresges set up a good display on their record bar, and the local Woolworth store devoted one side of their main window entirely to A STAR IS BORN, tying in with Westmore make up, and using a dozen stills, good copy and a banner across the entire window.

It's not so tough ... is it Jeff? Or perhaps I should address this to Ken. Imagine what could happen if the both of you got together ... Might even knock off a prize. Stranger things have been known to happen. Worth a try?

TIVOLI - HAMILTON

Don worked in anticipation of the Academy Award results, and provided C K O C with plenty of Tivoli "firsts" ... Of the 22 major awards, the Tivoli knocked off 14, and the radio boys really played it up big ... The news was carried on all their newscasts on the day after the awards, and that night a reconstructed account of the Award presentations mentioned the Tivoli every time one of their awards was mentioned. This is what I call being right on the ball ...

C K O C's "Call the Tune" still kicking in with three free plugs for the Tivoli on every program. C H M L also devoting good air time on their "Housewife's Matinee" daily program.

Don further capitalized on the Academy awards by running an excellent 100 line ad in Saturday's paper, taking award credits for all of his eligible pictures. Don mentions a new deal he has cut himself in on in the pages of the Spectator ... The paper runs a weekly "Do it Yourself" page, and in return for lobby displays, Don hopes to get himself much valuable free space in the daily.

ROYAL - GUELPH

The best I can say for Ted this week is that his I SAW deal is still being prominently displayed in the Guelph Mercury ... I also see two good scenes ... one on REAP THE WILD WIND, and the other on LAW VS. BILLY THE KID.

CENTURY - HAMILTON

Duck fellows ... here comes Mel again, with a full quota of good BALLXHOO covering his activities on COUNTRY GIRL ... and plenty of hot points to get him started right on the final lap of our drive.

Lots of radio and T.V. coverage ... both of Paul Hanover's programs over C H M L, the Housewives Matinee and Meet me at the Brant, came through with excellent COUNTRY GIRL credits. Both this station and C K O C gave the Century good Academy Award publicity following the announcements ... with credits to Grace Kelly and Mel's pic.

C H C H - TV carried the Academy Awards. Immediately following the program they flashed announcements that Grace Kelly, best actress of the year was appearing at the Century in the picture which won for her that award. This was repeated on the following day's newscasts.

Gordie Tapp's "Collegiate" show every Tuesday from the Forum plugging the Century attraction ... as is also George Wilson's program on video.

Mel started a lobby contest on "Who's Time's Cover Girl ..." with winners receiving free sets of lessons, courtesy the local Arthur Murray studio. The cover girl was ... natch ... Grace Kelly.

The Daily News came through with two oversize scenes, one each on CONQUEST OF SPACE and COUNTRY GIRL ... plus a good story on SPACE in Gordon Bullock's well read column, The Showstopper.

On Academy Award night, Jane Baker came out with an excellent story in her column in the Spectator, playing up Grace Kelly, with good credits to the Century. Beautyland Salon took a fine 400 line ad in the Spec, featuring a photo of Grace Kelly, with proper credits.

The Palace Grill, a new bistro just around the corner from Mel, gives the Century a healthy plug right at the top of all their menus. Mel's assistant Cliff Bolton tied this one up.

Mel tied up with the American News Company, distributors of Time and Life magazines in the Hamilton territory ... 100 cards were placed in the windows of their local accounts, plugging the three stars in COUNTRY GIRL and their 3 stars of reading enjoyment ... The card also serves an institutional purpose, with a banner across the top proclaiming ... "For the TIME of your LIFE visit the Century for all-star enjoyment ..." All the American News trucks were suitably bannered for the engagement.

Mel's Famous Fun Festival in co-operation with the Spec is getting bigger and better all the time ... As usual the paper came through with good publicity in its pages, and kicked in twenty five tickets to the Main Street Jamboree appearing in the Forum, to be used as door prizes.

To date more than 3,000 entries have been received in Mel's colouring contest described last week ... which certainly speaks well for the value of this type of thing for the youngsters. Try it.

This is interesting ... The Spectator has advised Mel that they now have more than 5,000 members in their Junior Press Club, and the membership is increasing with every passing week ... This

CENTURY - HAMILTON (cont'd.)

doesn't make Mel mad, as each new member is a potential customer for his Famous Fun Festival every Saturday morning.

As a direct tie-in with COUNTRY GIRL, Mel had arranged with Equisite Form Bra Co. and the local Artistic Ladies' Wear store, to give away forty bras to lucky Century ladies. Displays in his lobby and in the window of the store announce the deal. Gotta be in the theatre to be eligible.

I had to sorta chop you down a little Mel ... but I think our Ballyhoosers get the idea. Keep up the good work ... but you're making it awfully tough for Art. That's good !

CAPITOL - PETERBORO

I see snaps of some good windows on ON THE WATERFRONT ... Modern Tailors, T. Eaton Co., were two of the better ones. C H E X devoted some good air time to the fact that this attraction was nominated for an award ...

Local Sea Cadets invited to a showing of HALLS OF MONTEZUMA, and paraded in full uniform, with the band entertaining outside the theatre before marching in. Lakefield News still kicking in a banner ad on their contest page, in return for a couple of Oakleys.

Two two-column scenes, and six single columns appeared in the pages of the Review and Lakefield News during the week.

CAPITOL - WELLAND

Nothing new or novel from out Welland way this week ... George's I SAW feature in the Welland Tribune still attracting attention ... Two good scenes this week ... on AFFAIR WITH A STRANGER and SHOWBUSINESS. The seven permanent window displays still being used regularly.

PARAMOUNT - PETERBORO

Peterboro's T.V. station has made its bow ... and now Art will really have to do some slugging, and for my money, he's the boy can do it.

Monday's edition of the Examiner carried the weekly Business Quiz page, featuring the Paramount ad. SEVEN separate scene mats appeared in Each of the Review and Lakefield news ... a total of 14 separate mats. Not bad, huh? All were on A STAR IS BORN. Don Corrin's "Hollywood Newsreel" appearing regularly in both papers.

One of the best windows Art has ever had appeared in Cherney's department store ... tying in with STAR IS BORN, and, of all things, the newly opened T.V. station. Good solid banners proclaimed ... See the Picture at the Paramount.

.X.X.X.X.X.X.

Well, this looks like just about it for this week ... Remember gang, you don't have too much time left in which to knock off enough points to get you into our winners' circle ... FOUR WEEKS ... that's all. Doing anything about it?

See you next week.

D.E.H.